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Revised

CITY OF RIVERSIDE
HUMAN RESOURCES DEPARTMENT
CLASSIFICATION SPECIFICATION

TITLE: REDEVELOPMENT COORDINATOR

DEFINITION

Under general direction, to assist a Project Manager, or higher level staff, in the planning, developing, organizing, and managing of development programs, projects, and activities within one or more development project areas, involving the following aspects: financial analysis; liaison with the community; coordination of activities with developers, non-profits, business operators, owners and tenants; business development; contract preparation and supervision; marketing activities; and to do related work as required.

REPORTS TO: Project Manager, or higher level management staff, as assigned.

DISTINGUISHING CHARACTERISTICS

This is the journey level classification in the Project Manager Series. The Redevelopment Coordinator class is distinguished from the Project Assistant by the difficulty and complexity of work performed; the coordination of activities for a large and complex project or multiple complex projects; and the ability to exercise direct supervision over para-professional, technical, and clerical staff. This class is distinguished from the Project Manager by the absence of direct supervision of other professional level staff and the absence of managerial responsibility, authority, and accountability for development projects and programs. An incumbent in the Redevelopment Coordinator class is expected to frequently carry out assignments and refers to supervisory personnel only those matters which involve policy decision, technical questions, and unusual public relations problems. Discretion is required in applying general goal and policy statements, and in resolving problems. Latitude is necessary in administering a complex and sensitive area of responsibility. Incumbents may have lead responsibility on a project basis and may supervise para-professional, technical, and clerical staff.

This class may be utilized by any division within the Development Department including Redevelopment and Housing, Neighborhoods, Economic Development, and Community Development. Incumbents may be assigned working titles including Housing Coordinator, Neighborhood Coordinator, Business Coordinator, Marketing Coordinator, Homeless Services Coordinator or other title as may be descriptive of a particular assignment.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from a Project Manager or higher level management staff. Exercises lead responsibility on a project basis and/or direct supervision over para-professional, technical, and clerical staff as assigned.

EXAMPLES OF DUTIES

Duties may include, but are not limited to, the following:

General assignments, which may be assigned for all positions:

- Assist the Project Manager in the coordinating, monitoring, and evaluating of the planning and execution of all activities within assigned project areas.
- Assist in the development of objectives, priorities, schedules and budgets for programs, projects and activities.
- Establish and maintain liaison with organizations, private business firms, developers, brokers, public agencies, property owners, and the general public to promote and facilitate the planning and execution of economic development and redevelopment activities.
- Make public presentations to legislative bodies, other public agencies, as directed; make public presentations to community groups, development associations and other major assemblages regarding economic

development and/or redevelopment processes, programs, or a specific project area activity.

- Assist in the preparation, administration, and monitoring of contracts and other related documents between the Department, the Agency and developers; coordinate and administer construction and demolition contracts.
- Gather and analyze data, participate in special studies and analyses, and prepare and submit comprehensive reports on various aspects of programs and projects; prepare factual data, on an ongoing basis, for Agency information and promotional materials.
- Assist in the developing, monitoring, and administration of project-specific budgets on annual and multi-year basis; participate in coordinating long and short term project cash flow analyses; assist in redevelopment tax allocation bond financing.
- Coordinate with other departments the review and processing of specific private development projects; provide assistance and facilitation whenever necessary to expedite project development.
- Assist in the preparation and evaluation of Requests for Qualifications and Request of Proposals.
- Serve as a management liaison to a board and/or council; coordinate special projects and requests; write council reports.
- Supervise, train, and evaluate para-professional, technical, and clerical staff.

When assigned to Marketing Coordinator:

- Assist in implementing the marketing strategy.
- Coordinate departmental newsletter.
- Coordinate direct mail campaigns.
- Coordinate Economic Development web page.
- Negotiate and administer various advertising contracts.
- Coordinate Economic Development sponsorships.
- Assist in the development of various pieces of economic development collateral materials.
- Assist in creating and developing various advertisements.
- Coordinate special events such as ground breakings and grand openings.
- Plan and coordinate tradeshow.
- Develop private sector marketing partnerships to leverage private dollars.
- Develop economic development promotional items.
- Analyze and make recommendations on various media opportunities.
- Draft press releases; design and create media press kits.
- Assist in coordinating joint marketing and sponsorships with other City departments.
- Assist in the implementation of a multi-media marketing program.
- Perform related marketing duties as assigned.

When assigned to Business Coordinator:

- Perform property research and prepare customized mapping tools.
- Prepare land use exhibits and due diligence packages for prospective developers and end users.
- Coordinate City demographic information.

- Assist in coordinating corporate site visits.
- Maintain retail, office, and industrial property inventory.
- Respond to business attraction and expansion leads.
- Coordinate special events for commercial real estate brokers and developers.
- Maintain economic development project data base.
- Provide site selection assistance to clients.
- Develop and/or create customized response packages for clients/business prospects.
- Coordinate and/or implement the use of various economic development incentives to attract or expand businesses.
- Assist in the administration of economic development grants.
- Conduct industry related research.
- Assist clients with various regulatory compliance issues.
- Analyze and make recommendations regarding various land use and/or planning issues.

When assigned to Homeless Services Coordinator:

- Implement the Homeless Action Plan.
- Serve as a centralized contact person for homeless information.
- Provide staff support to the Homeless Advisory Committee.
- Plan, organize and direct specialized programs and projects related to homeless issues.
- Conduct complex administrative research, studies and surveys; produce reports recommending appropriate courses of action and solutions to problems.
- Develop and maintain an inventory of homeless service organizations and facilitate interaction between governmental, non-profit and faith-based homeless service providers.
- Analyze service gaps in Riverside's Homeless Continuum of Care system and make recommendations to eliminate those gaps.
- Serve as a community liaison for homeless issues and as a representative at municipal, State, Federal and private sector meetings involved with homeless issues.
- Provide technical assistance to non-profit organizations on homeless program development.
- Write grant proposals and administer grant funding as needed to complete homeless projects or run homeless programs.
- Administer Emergency Shelter Grant and Housing Opportunities for Persons with AIDS Housing Opportunities for Persons with AIDS funds, including contract administration, invoicing and monitoring of subrecipients.
- Prepare marketing materials to educate the public, including the homeless services and regulations.
- Coordinate homeless policy and long-term planning on a regional level with the surrounding communities and the County of Riverside.
- Prepare an annual report for the City Council evaluating the Riverside Continuum of Care system and documenting measurable outcomes of homeless services in the community.
- Make presentations to City Council, boards and commissions and civic or professional groups as requested.

QUALIFICATIONS

Knowledge of:

- California Community Redevelopment Law, real estate law, and other applicable sections of federal, state, and local laws and codes.
- Theory, principles, and practices of governmental land use planning.
- City organization, operations, policies, and objectives.
- Current trends in federal, state, and local redevelopment funding.
- Federal, state, and local economic development programs and incentives.
- Principles and practices of organization, administration, budget, and personnel management.
- Economics of real estate development.
- Principles of redevelopment tax increment financing.
- Oral and written communications skills.
- Personal computer operation and software applications.
- Principles of supervision.
- Principles of public administration.
- Quantitative and management methods and techniques.

Ability to:

- Coordinate, organize, and administer economic development and redevelopment project and program activities.
- Present ideas and concepts effectively and persuasively in speaking before large and small groups; and to communicate effectively in written reports and correspondence.
- Establish and maintain effective working relationships.
- Interpret, apply and explain laws, codes, policies and procedures.
- Analyze situations accurately and adopt effective courses of actions.
- Operate a personal computer and applicable software programs.
- Supervise, train and evaluate para-professional, technical and clerical staff.

Education and Experience:

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: The equivalent to a Bachelor's Degree from an accredited four year college or university with major work in public or business administration, economics, planning, or a closely related field.

Experience: A range of 3-5 years of professional administrative or analytical experience in urban planning, real estate development, redevelopment, architecture, or related field. A Master's degree may be substituted for one year of the required experience.

MEDICAL CATEGORY: Group 1

CAREER ADVANCEMENT OPPORTUNITIES

FROM: Redevelopment Coordinator

TO: Project Manager